

# Salary sacrifice: how Zapmap's campaign helped Tusker educate and engage the UK's EV audience



## The challenge: simplifying a complex message in a crowded market

As the UK's leading provider of salary sacrifice schemes, Tusker recognised a significant market opportunity: to educate potential drivers about the benefits of a more accessible route to EV ownership. To **build brand awareness and simplify this complex message**, Tusker partnered with Zapmap to reach both current EV drivers looking for alternatives to ownership, and prospective EV adopters motivated by affordability, convenience and sustainability.

Specifically, Tusker faced several key challenges:



**Raising Awareness:** the primary challenge was to build awareness for salary sacrifice as a viable and attractive route to EV ownership, as many prospective customers were simply unaware it was an option;



**Broadening brand appeal:** unlike traditional routes to car ownership, salary sacrifice can seem unfamiliar or even confusing to the average driver. Tusker needed to clearly communicate its financial and lifestyle advantages, positioning it as a smarter, more affordable alternative to traditional leasing;



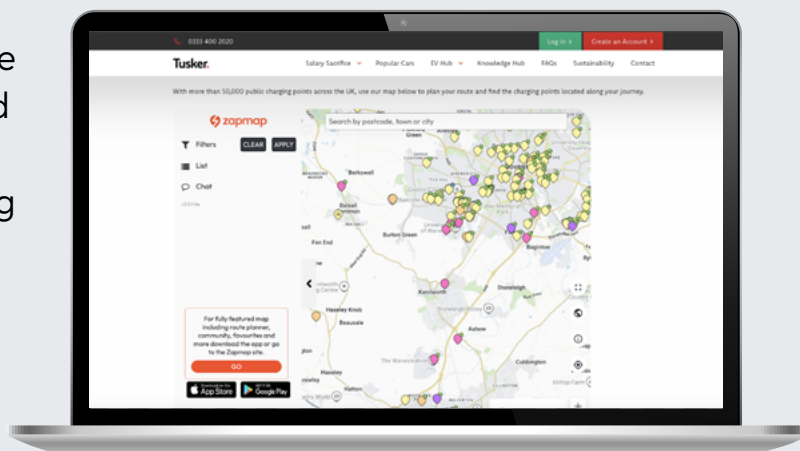
**Establishing differentiation:** the EV market is increasingly crowded. Tusker had to differentiate itself not just as another provider, but as a smarter alternative that turns a workplace perk into individualised EV access.

## The solution: an integrated campaign for education and engagement

To meet these challenges, Zapmap developed a comprehensive, 24-month brand awareness campaign that not only positioned Tusker as a leader, already providing Electric Vehicles and Ultra-Low Emission Vehicles to more than 70,000 drivers, but also **provided lasting value beyond traditional advertising**. The strategy was to align Tusker with Zapmap's highly engaged audience of over 300,000 monthly app users, positioning salary sacrifice as a smart, accessible route to EV driving.

The comprehensive campaign included:

- **Sustained Visibility:** run-of-site ad placements across the Zapmap app and website ensured Tusker was front-of-mind for EV drivers and prospective owners throughout their journey;
- **Targeted content:** newsletter sponsorships delivered Tusker's message to Zapmap's most attentive readers, reinforcing brand authority and engagement;
- **Educational authority:** sponsorship and co-creation of a permanent Salary Sacrifice information page on Zapmap's platform, establishing Tusker as a key educational resource, driving conversions and providing lasting value;
- **Seamless Integration:** an embedded Zapmap iFrame on the Tusker website provided a trusted user tool, keeping drivers within the Tusker ecosystem and building brand loyalty.



## A winning partnership: What our clients say



The team at Zapmap developed a campaign that aligned with our goals, particularly with the creation of the Salary Sacrifice information page, which provided lasting value beyond just ad impressions. The campaign successfully helped us raise awareness of the benefits of salary sacrifice among UK EV drivers, and we've been pleased with both the results and the collaboration."

**Alison Argall, Business Development and Customer Retention Director, Tusker**

## Exceptional Results

The campaign successfully exceeded its objectives, delivering significant reach and engagement that positioned Tusker as a leader in the EV salary sacrifice space.



**5 million**  
total impressions



**45% above**  
the campaign's monthly impressions target  
across the app and web on average



**14,000**  
impressions with **0.56% CTR** on  
Salary Sacrifice webpage

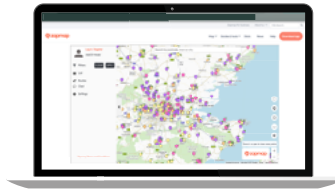


**0.19% average CTR**  
on all ad formats, resulting in almost  
**10,000 clicks** to Tusker's website

## Zapmap's monthly reach



**300k**  
app users



**250k**  
web users



**128k**  
newsletter  
subscribers



**3.5m**  
total ad  
impressions

## Ready to educate and engage your audience?

Discover how a strategic media partnership with Zapmap can help you achieve your business goals by visiting our [business site](#) or by contacting our team today:

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